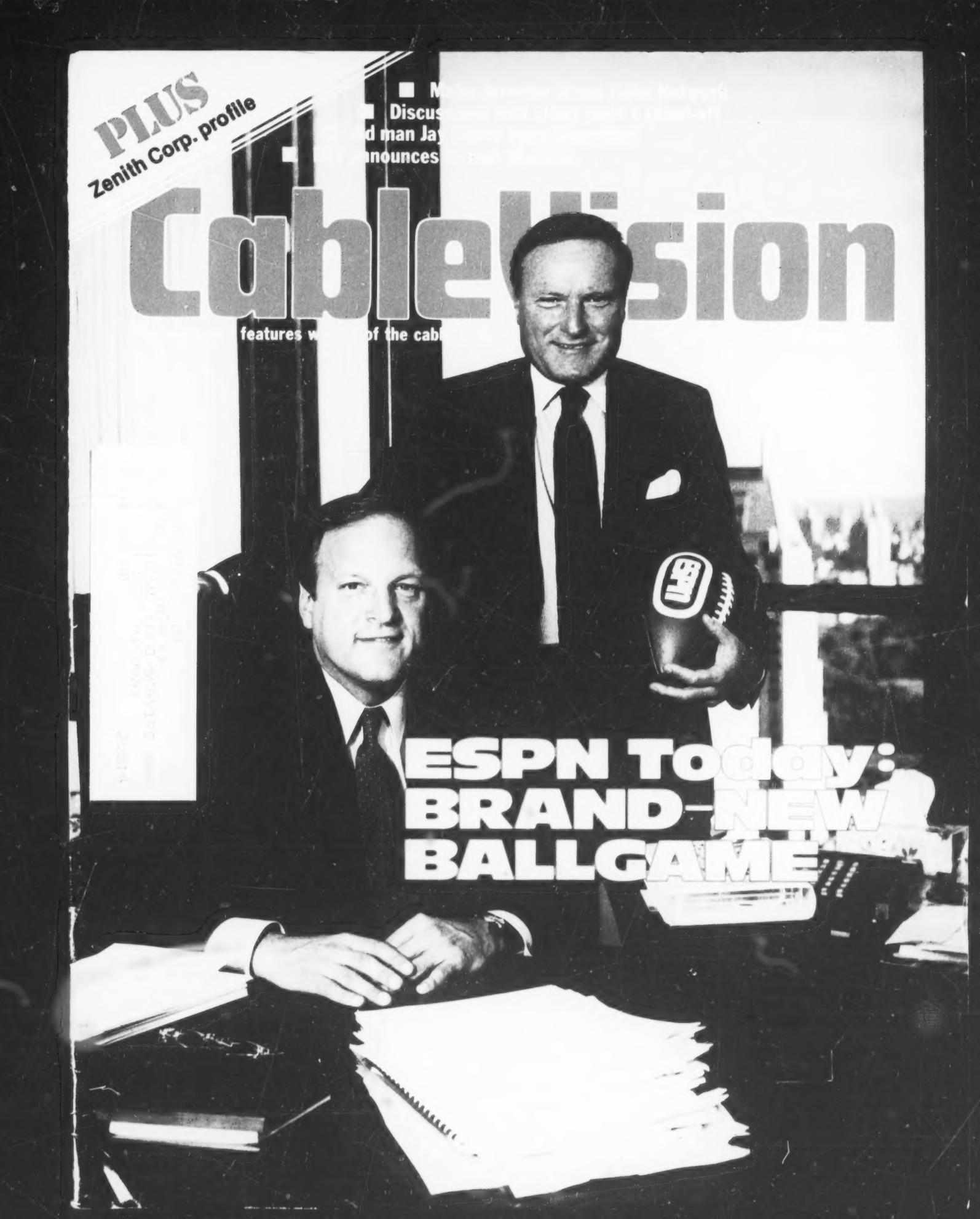
PLUS
Zenith Corp. profile
CableVision
features
ESPN Today:
BRAND-NEW
BALLGAME

Floye Hewatt, operations manager for Gwinnett Cable (Wometco) in Atlanta, speaking with David Horowitz, president and chief executive officer of MTV Networks Inc., after winning a trip to New York to attend the First Annual MTV Video Awards held at Radio City Music Hall Sept. 14.

Leading the week.....11-19

Nabu loses backers

Nabu Network found itself scrambling last week after its main financial source suddenly decided to cancel a much-needed $2 million capital infusion that was slated for the fourth quarter. Nabu President Tom Wheeler hopes to regroup and keep the network going.

NCTA, cities struggle

The National Cable Television Association and city representatives failed to arrive at a compromise on rate regulation at a five-hour meeting last week. "Good progress" was made, however, on non-rate control issues.

Lewine at SCCA

David Lewine, senior vice president and director of Playboy Home Video and Pay TV, told members of the Southern California Cable Association that the current boom in videocassette sales is at least partly due to errors made by the cable industry.

DMN sues MTV

Glen Taylor's Discovery Music Network sued MTV Networks last week. The company alleged that MTV's exclusive contracts with record companies ultimately threatened the survival of Discovery's new music channel.

MTV awards spectacular

Thousands attended gala event celebrating the best of music video. Jackson and Hancock are big winners.

Jacobs has designs on Disney

Minneapolis investor Irwin Jacobs threatens to take over Disney Productions. He already owns 7.7 percent of the company's shares.

James joins Showtime

Appointment of Jay James to key post at Showtime indicates intensified search for opportunities in pay-per-view and DBS. James comes from Doyle Dane Bernbach Advertising agency.

TCI-Pitt pending

Tele-Communications Inc. has submitted a new proposal to Pittsburgh city officials in hopes of winning approval to take over the city's financially ailing cable system from Warner Amex. TCI has offered Warner Amex $93.4 million for the operation, but the Denver-based MSO needs a municipal OK to transfer the franchise.

USA boosts fees

USA Network notifies operators that it's raising per-sub fees 1.5 cents to a top charge of 8.5 cents, starting Jan. 1. Network officials call it the first across-the-board increase in the service's history.

Disney trims 'fat'

The Disney Channel reduced its work force and its original programming budget last week. The company emphasized that the moves were normal budget re-evaluations.

Sections

Programming 24
An increase in sports journalism and information programming is the new priority at Entertainment and Sports Programming Network, which starts its sixth year this month with ABC Video Enterprises and Nabisco Brands as new corporate parent.

Marketing/Advertising 28
United Cable Television Corp. is conducting three separate demographic segmentation studies, which officials hope will assist operators in targeting the most saleable non-subs and presenting those potential subscribers with information and services tailored to their needs.

Business & Finance 34
After undergoing a leveraged buyout earlier this month, Harte-Hanks Communications shed its nine radio stations last week. But officials at the company say they plan to maintain their presence in cable because of what they see as the industry's good long-term prospects.

Government & Law 36
Embattled cable operator RVS Cablevision Corp., which is defending its right to operate a system in Brookfield, Wis., on many fronts, has opposed an FCC order granting the local telco permission to build the system. While arguing that Brookfield Mayor William Mitchell may have improperly contacted FCC officials during consideration of the matter, RVS claims the FCC decision is a serious threat to the future of the cable business.

About the cover

Bill Grimes (seated), president of ESPN, and Hebb Granath, president of ABC Video Enterprises. Story in *Programming*, page 24. Photo by Steve Fenn/ABC.

Departments

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Cable stats.....46
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CABLE STATS

Cable Industry Growth Chart

YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TVHH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984E	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A

Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH).....84,233,330
Homes passed by cable (HP).....58,274,000
Percent of TVHH passed by cable 69.2%
Basic cable subs.....32,761,000
Percent of TVHH with basic cable 38.9%
Percent of HP with basic cable 56.2%
Pay cable subs.....19,624,000
Percent of TVHH with pay cable 23.3%
Percent of HP with pay cable 33.7%
Percent of basic subs with pay cable.....59.9%

Figures are as of Aug. 31, 1984.
Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Satellite lineup

Satcom III-R (RCA Americom)	Transponder
AP News Cable	6
ARTS and Entertainment	1
*Bonneville's Easy Listening (audio)	3
Cable Jazz Network (audio service)	8
CBN Cable Network	8
Cable News Network	14
CNN Headline News	15
Cinemax (East)	20
(West)	23
C-SPAN	19
Dow Jones Cable News (text) (Southern Satellite Systems)	6
EPG (United Video/text)	3
ESPN	7
Eternal Word Television Network	18
Financial News Network	4
Genesis Storytime	8
HBO (East)	24
(West)	13
HTN	16
Keyfax (text)	6
The Learning Channel	16
Lifestyle (United Video/audio service)	3
Lifetime	17
Love Sounds (audio service)	8
Moody Broadcasting Network (United Video/audio service)	3
The Movie Channel (East)	5
MSN—The Information Channel	22
MTV	11
National Jewish Television	18
Nice and Easy (audio service)	8
Nickelodeon	1
Professional Education Network	16
PTL	2
Reuters News View (text)	18
(SSS)	6
Satellite Radio Network (audio service)	2
SCAN (audio service)	6
Showtime (East)	12
(West)	10
Sports Time Cable Network	4
Starship Stereo	6
UPI Cable News (text)	3
UPI Customized Cable News (text)	6
USA Cable Network	9
(during blackout)	22
Video Concert Hall	16
The Weather Channel	21
WFMT (United Video/audio service)	3
WGN (United Video)	3
WTBS (SSS)	6

Satcom IV (RCA Americom)	Transponder
American Movie Classics	2
Biznet (Viacom)	15
Bravo (ESPN)	2
Satellite Jazz Network, KKGO-FM	17
National Christian Network	7
Playboy Channel	4
Santa Fe Communications	23
SCAN	3
SPN	3
SportsVision	9
Starship Stereo	3
Trinity Broadcasting Network	17
WPIX	19

Westar III (Western Union)	Transponder
AP News Plus	1
AP News Cable	1

Westar IV (Western Union)*	Transponder
AmSat	5D
AmSat/Digital Traffic	6X,7D
Bonneville Satellite	3D,12X
Cable News Network News Feeds	8X
Hughes Television Network	1X,2X,7X
Wold Communications	6D,9X,10D

Westar V (Western Union)	Transponder
American Christian Television	2X
The Nashville Network	9D
HiLife Channel	10X
The Pleasure Channel	11X
Meadows Racing Network	11X
Pro-Am Sports	7X
Sportsvue Network	4X

Comstar D-4 (AT&T/GTE)	Transponder
Country Music Television	9H
ON TV	5V,6V
The Silent Network	9H

Spacenet I (GTE)	Transponder
Bonneville	8
Hospital Satellite Network	2
Landmark	(Lower half) 16 (72 MHz C-band)

* September listing.
Note: A company name in parentheses follcwing a service or network designates the transponder owner.
Source: Titsch Communications Inc.

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
1	Tele-Communications	2,798,000	(3/84)
2	American Television and Communications	2,400,000	(5/84)
3	Group W Cable	2,007,000	(7/84)
4	Cox Cable Communications	1,515,423	(7/84)
5	Storer Cable Communications	1,440,000	(6/84)
6	Warner Amex Cable Communications	1,371,000	(7/84)
7	Times Mirror Cable Television	981,304	(6/84)
8	Continental Cablevision	896,000	(7/84)
9	Newhouse Broadcasting	843,649	(5/84)
10	Viacom Cablevision	758,000	(6/84)
11	United Cable Television	679,000	(7/84)
12	Sammons Communications	594,000	(5/84)
13	Rogers Cablesystems	564,497	(7/84)
14	Cablevision Systems Development	532,000	(7/84)
15	Comcast Cable Communications	463,000	(7/84)
16	Telecable Corp	411,606	(6/84)
17	Heritage Communications	407,195	(7/84)
18	Jones Intercable	395,565	(7/84)
19	Capital Cities Cable	357,435	(7/84)
20	UA Cablesystems	346,000	(7/84)
21	General Electric Cablevision	325,056	(7/84)
22	Wometco Cable TV	295,247	(7/84)
23	Century Communications	285,000	(7/84)
24	Tele-Media	277,450	(12/83)
25	Prime Cable	272,788	(6/84)
26	Daniels and Associates	262,062	(7/84)
27	Multimedia Cablevision	257,741	(7/84)
28	Centel Cable Television	248,751	(7/84)
29	TCA Group	245,056	(7/84)
30	MacLean Hunter	234,327	(7/84)
31	American Cablesystems	199,934	(6/84)
32	Scripps-Howard	199,466	(7/84)
33	Service Electric Cable TV	189,500	(4/84)
34	Colony Communications	187,116	(7/84)
35	Adelphia Communications	186,870	(7/84)
36	Cable Vision Industries	182,954	(7/84)
37	TeleScripps Cable	181,182	(7/84)
38	Rollins Cableview	178,638	(7/84)
39	Communications Service	175,000	(9/83)
40	Cablentertainment	170,815	(6/84)
41	Tribune Cable Communications	169,391	(7/84)
42	Western Communications	148,323	(7/84)
43	Harte Hanks Communications	146,294	(7/84)
44	McDonald Group	139,585	(6/83)
45	Adams-Russell Communications	130,539	(7/84)
46	Harron Communications	129,866	(7/84)
47	Midcontinent Cable Systems	126,881	(6/84)
48	McCaw Communications	120,093	(7/84)
49	Midwest Video	118,102	(9/83)
50	Sutton Capital	117,204	(6/84)
51	Buckeye Cablevision	116,379	(7/84)
52	Falcon Communications	112,000	(7/84)
53	Televents	108,772	(7/84)
54	Armstrong Utilities	105,945	(7/84)
55	Harris Cable	105,719	(6/84)
56	Communications Systems	94,655	(4/84)
57	Lenfest Group	90,278	(6/84)
58	Summit Communications	90,019	(7/84)
59	Greater Media	88,120	(6/84)
60	Multi-Channel TV Cable	87,755	(4/84)
61	U.S. Cable	85,500	(6/84)
62	McClatchy Newspapers	82,733	(7/84)
63	King Videocable	81,074	(7/84)
64	The Essex Group	79,884	(7/84)
65	National Telecommunications	76,450	(3/84)
66	Perry Cable TV	75,820	(7/84)
67	Palmer Communications	75,644	(7/84)
68	Acton	74,177	(7/84)
69	WEHCO Video	74,200	(7/84)
70	Ultracom	73,926	(7/84)
71	Omega Communications	68,000	(4/84)
72	Susquehanna Broadcasting	67,602	(7/84)
73	Cable Management Associates	65,500	(7/84)
74	Sonic Cable	64,522	(7/84)
75	Pencor Services	63,450	(5/84)
76	Booth Communications	63,184	(7/84)
77	Wabash Cablevision	61,500	(7/84)
78	Omni Cable TV	55,659	(7/84)
79	Seikirk Communications	53,600	(7/84)
80	Marsh Media	53,224	(7/84)
81	The Daily Press	52,000	(6/84)
82	Simmons Communications	47,406	(7/84)
83	United Video Management	47,333	(7/84)
84	Wisconsin Cablevision and Radio	46,449	(7/84)
85	Matrix Enterprises	45,339	(7/84)
86	Helicon	42,699	(7/84)
87	Cencom Cable Associates	41,434	(7/84)
88	Chambers Communications	41,236	(7/84)
89	Donrey Cablevision	40,523	(5/84)
90	Whitney Communications	40,504	(7/84)
91	Combined Cable	40,051	(7/84)
92	Joseph Gans	39,927	(4/84)
93	Marcus Communications	37,495	(7/84)
94	New England Cablevision	36,858	(7/84)
95	Masada	36,323	(7/84)
96	National Cablesystems	35,704	(7/84)
97	Multivision Group	34,544	(7/84)
98	Cable Holdings	33,711	(6/84)
99	First Carolina Communications	33,274	(7/84)
100	Star CATV Investment	32,092	(7/84)

Source: Subscriber counts are provided by MSOs to Titsch Communications Inc

Top 100 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	246,799	(7/84)
2	Woodbury (Long Island), NY	Cablevision Systems	233,000	(7/84)
3	San Antonio, TX	Rogers Cablesystems	190,618	(7/84)
4	Manhattan, NY	ATC	187,900	(12/83)
5	Houston, TX	Warner Amex Cable	184,500	(6/84)
6	Florida Division	ATC	179,800	(7/84)
7	East Orange, NJ	MacLean Hunter	163,527	(7/84)
8	Wayne, NJ	UA Cablesystems	130,300	(7/84)
9	Cincinnati, OH	Warner Amex	127,000	(7/84)
10	Englewood, CO	United Cable	118,245	(7/84)
11	Audubon, NJ	Independent	116,120	(7/84)
12	Tulsa, OK	United Cable	115,787	(6/84)
13	Rochester, NY	ATC	108,600	(12/83)
14	Baltimore County, MD	Comcast	107,900	(6/84)
15	Tidewater (Norfolk), VA	Cox Cable	106,262	(7/84)
16	San Juan, PR	Harris Cable	105,719	(6/84)
17	Erie County, NY	Prime Cable	104,970	(7/84)
18	Atlanta, GA	Prime Cabe	103,945	(7/84)
19	San Jose, CA	Gill Industries	102,700	(7/84)
20	Austin, TX	ATC	98,900	(12/83)
21	Jacksonville, FL	Continental	98,177	(7/84)
22	Honolulu, HI	ATC	97,100	(7/84)
23	Seattle, WA	Group W Cable	96,500	(7/84)
24	Toledo, OH	Buckey Cablevision	96,087	(7/84)
25	Central Islip (Long Island), NY	Viacom Cablevision	95,000	(6/84)
26	Memphis, TN	ATC	94,300	(12/83)
27	Jefferson Parish/Kenner, LA	Cox Cable	93,005	(7/84)
28	Manhattan, NY	Group W Cable	92,150	(7/84)
29	San Francisco, CA	Viacom Cablevision	86,700	(6/84)
30	Dallas, TX	Warner Amex	83,240	(7/84)
31	Wilmington, DE	Rollins Cableview	81,800	(7/84)
32	Grand Rapids, MI	General Electric	80,685	(7/84)
33	Wichita, KS	Multimedia Cablevision	80,158	(7/84)
34	San Diego, CA	ATC	78,900	(12/83)
35	Seattle, WA	Viacom Cablevision	78,000	(6/84)
36	Phoenix, AZ	Times Mirror	75,761	(6/84)
37	Los Angeles, CA	Falcon Communications	75,000	(7/84)
38	Flint, MI	Comcast Cable	74,500	(6/84)
39	New Orleans, LA	Cox Cable	73,919	(7/84)
40	Pittsburgh, PA	Warner Amex	73,835	(7/84)
41	Louisville, KY	Times Mirror	65,952	(6/84)
42	South Bend, IN	Heritage	67,223	(6/84)
43	Broward County, FL	Storer Cable	67,034	(6/84)
44	Tacoma, WA	Independent	66,113	(5/84)
45	Richmond/Henrico County, VA	Continental Cable	66,000	(6/84)
46	Omaha, NE	Cox Cable	65,370	(7/84)
47	Baton Rouge, LA	Daniels & Associates	64,989	(6/84)
48	South Texas, TX	Heritage	64,629	(6/84)
49	Charlotte, NC	ATC	64,600	(12/83)
50	Santa Monica, CA	Group W Cable	64,600	(7/84)
51	Cleveland Heights, OH	Viacom	64,000	(6/84)
52	Jefferson County, KY	Storer	63,845	(6/84)
53	Pompano Beach, FL	American Cablesystems	63,145	(5/84)
54	Columbus, OH	Warner Amex	62,119	(4/84)
55	Buffalo, NY	TCI	61,000	(3/84)
56	Akron, OH	Warner Amex	60,772	(4/84)
57	Boston Complex (Malden), MA	Warner Amex	60,327	(4/84)
58	Indianapolis, IN	Wabash Cablevision	60,300	(5/84)
59	St. Petersburg, FL	Group W Cable	60,300	(7/84)
60	Clearwater, FL	Newhouse	60,000	(7/84)
61	Allentown, PA	Service Electric Cable	60,000	(1/84)
62	Kansas City, MO	ATC	59,100	(12/83)
63	El Paso, TX	Group W Cable	58,600	(7/84)
64	Syracuse Suburbs, NY	New Channels	58,528	(7/84)
65	Las Vegas, NV	Times Mirror	58,448	(6/84)
66	Monterey, CA	Western	58,363	(7/84)
67	Santa Barbara, CA	Cox Cable	58,292	(7/84)
68	Snohomish County, WA	Viacom	58,000	(6/84)
69	Chicago Suburbs (Oak Park), IL	Cablevision System	57,000	(7/84)
70	Harrisburg, PA	Sammons Communications	57,000	(5/84)
71	Sarasota, FL	Storer Cable	56,913	(6/84)
72	Hartford, CT	Times Mirror	56,794	(7/84)
73	Nashville, TN	Viacom	56,000	(6/84)
74	Des Moines, IA	Heritage	55,525	(6/84)
75	Knoxsville, TN	TeleScripps Cable	55,377	(7/84)
76	Madison, WI	Midcontinent Cable/TCI	55,375	(7/84)
77	Allentown, PA	Independent	55,000	(3/84)
78	New Haven, CT	Storer Cable	54,762	(6/84)
79	Boston, MA	Cablevision	54,520	(7/84)
80	Binghamton, NY	New Channels	54,334	(7/84)
81	Bridgeport, CT	Cablevision Systems/ Scripps-Howard	54,000	(7/84)
82	Albany, GA	Storer Cable	53,782	(6/84)
83	Columbus, OH	Coaxial Communications	53,424	(7/84)
84	Chattanooga, TN	TeleScripps Cable	53,202	(7/84)
85	Worcester (Leicester), MA	Greater Media	53,139	(6/84)
86	Charleston, SC	Storer	53,002	(6/84)
87	Westchester County (New Rochelle), NY	UA Cablesystems	52,800	(7/84)
88	Port Arthur, TX	TCI	52,470	(12/83)
89	Canton, OH	Warner Amex	52,367	(4/84)
90	Oklahoma City, OK	Cox Cable	52,089	(7/84)
91	Escondido/San Diego, CA	Times Mirror	51,978	(7/84)
92	New Britian, CT	United Cable	51,619	(7/84)
93	Shreveport, LA	ATC	51,400	(12/83)
94	San Rafael/Marin County, CA	Viacom	50,900	(7/84)
95	Jackson, MS	ATC	50,700	(12/83)
96	Reading, PA	ATC	50,000	(12/83)
97	Albuquerque, NM	Tribune Cable	49,877	(7/84)
98	Winston-Salem, NC	Summit Communications	49,415	(7/84)
99	Lexington, KY	Telecable Corp	49,078	(6/84)
100	Birmingham, AL	ATC	48,000	(6/84)

Source: Subscriber counts are provided by MSOs and individual systems to Titsch Communications Inc